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#9  
Formal Drawings  
Submitted

Express Mail Label No.: EV 566 185 184 US

PATENT APPLICATION

Docket No: 14531.46

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Phillip Y. Goldman, et al.

Serial No.:

09/264,432  
09/296,423

)  
)  
)  
) Art Unit  
) 2614

Filed:

March 8, 1999

Confirmation No.:

3073

For:

SYSTEM AND METHOD  
FOR INSERTING  
ADVERTISEMENTS INTO  
AN INFORMATION  
RETRIEVAL SYSTEM  
DISPLAY

Examiner:

Scott E. Beliveau

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### SUBMISSION OF FORMAL DRAWINGS

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified patent application are two (2) sheets of formal drawings to replace the formal drawings objected to by the Draftsperson under 37 CFR 1.84 or 1.152. A copy of the Notice of

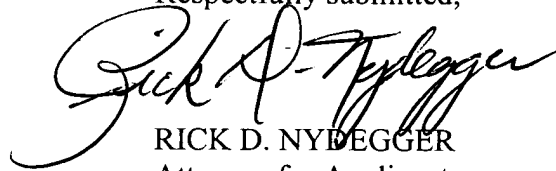
Draftsperson's Patent Drawing Review and the Notice Regarding Drawings are enclosed hereto.

The Commissioner is hereby authorized to charge payment of comparison fees, if any, associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

Please address all future correspondence in connection with the above-identified patent application to the attention of the undersigned.

Dated this 11<sup>th</sup> day of October, 2005.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Rick D. Nydegger", written in a cursive style.

RICK D. NYDEGGER  
Attorney for Applicant  
Registration No. 28,651  
Customer No. 47973

**CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)**Docket No.  
14531.46

Applicant(s): Phillip Y. Goldman, et al.

Serial No.

~~09/206,425~~

Filing Date

March 8, 1999

Confirmation No.

3073

Examiner

Scott E. Beliveau

Invention: SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION  
RETRIEVAL SYSTEM DISPLAY

I hereby certify that the Submission of Formal Drawings (2 pages); and postcard are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on October 11, 2005.

Kendell Steele

(Typed or Printed Name of Person Mailing Correspondence)

(Signature of Person Mailing Correspondence)

EV 566 185 184 US

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**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NUMBER <b>09/264432</b>	FILING/RECEIPT DATE <b>03/08/1999</b>	FIRST NAMES APPLICANT <b>GOLDMAN, PHILLIP Y.</b>	ATTORNEY DOCKET NUMBER <b>14531.46</b>
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WORKMAN NYDEGGER/MICROSOFT  
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SALT LAKE CITY UT 84111

Examiner  
**BELIVEAU SCOTT E**  
Art Unit  
**2614**

**DOCKETED**  
Action Corrected drawings  
Response Due 11/29/99  
By [Signature] On 11/29/99  
File # [Signature]

Date Mailed: 09/20/05

## Notice Regarding Drawings

Corrected drawings for the above-identified application, received in the USPTO on **03/08/1999** are still not acceptable for the reason(s) identified on the attached PTO-948. Applicant is given one opportunity to correct the informalities within a two-month time period from the mailing date of this Notice. **THIS TIME PERIOD IS NOT EXTENDABLE UNDER EITHER 37 CFR 1.136(a) OR 1.136(b).** Failure to take corrective action within the set period will result in abandonment of the application.

ATTACHMENT: PTO-948 Notice of Draftsperson's Patent Review

**RETURN CORRECTED DRAWINGS TO:**

Commissioner for Patents

P.O. Box 1450

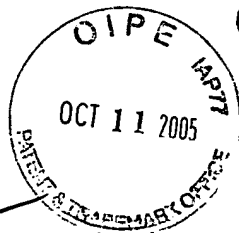
Alexandria, Virginia 22313-1450

John Fitzhugh *[Signature]*  
Office Of Patents Publication

Publishing Division

703-305-0333 ext-137

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## NOTICE OF DRAFTSPERSON'S PATENT DRAWING REVIEW

The drawing(s) filed (insert date) 3/1/03 are:

- A. ☐ approved by the Draftsperson under 37 CFR 1.84 or 1.152.  
B. ☒ objected to by the Draftsperson under 37 CFR 1.84 or 1.152 for the reasons indicated below. Corrected drawings are required.

**1. DRAWINGS.** 37 CFR 1.84(a): Acceptable categories of drawings: Black ink or Color (3 sets required).

☐ Color drawings are not acceptable until petition is granted. Fig(s) \_\_\_\_\_

☐ Pencil and non black ink not permitted. Fig(s) \_\_\_\_\_

**2. PHOTOGRAPHS.** 37 CFR 1.84(b)

☐ One (1) full-tone set is required. Fig(s) \_\_\_\_\_

☐ Photographs may not be mounted. 37 CFR 1.84(e)

☐ Photographs must meet paper size requirements of 37 CFR 1.84(f). Fig(s) \_\_\_\_\_

☐ Poor quality (half-tone). Fig(s) \_\_\_\_\_

**3. TYPE OF PAPER.** 37 CFR 1.84(e)

☐ Paper not flexible, strong, white, and durable.

Fig(s) \_\_\_\_\_

☐ Erasures, alterations, overwritings, interlineations, folds, copy machine marks not accepted.

Fig(s) \_\_\_\_\_

**4. SIZE OF PAPER.** 37 CFR 1.84(f): Acceptable sizes:

21.0 cm by 29.7 cm (DIN size A4) or

21.6 cm by 27.9 cm (8 1/2x 11 inches)

☐ All drawing sheets not the same size.

Sheet(s) \_\_\_\_\_

☐ Drawings sheets not an acceptable size. Fig(s) \_\_\_\_\_

**5. MARGINS.** 37 CFR 1.84(g): Acceptable margins:

Top 2.5 cm Left 2.5 cm Right 1.5 cm Bottom 1.0 cm

☐ Margins not acceptable. Fig(s) \_\_\_\_\_

Top (T) \_\_\_\_\_ Left (L) \_\_\_\_\_

Right (R) \_\_\_\_\_ Bottom (B) \_\_\_\_\_

**6. VIEWS.** 37 CFR 1.84(h)

REMINDER: Specification may require revision to correspond to drawing changes, e.g., if Fig. 1 is changed to Fig. 1A, Fig. 1B and Fig. 1C, etc., the specification, at the Brief Description of the Drawings, must likewise be changed.

☐ Views not labeled separately or properly.

Fig(s) \_\_\_\_\_

**7. SECTIONAL VIEWS.** 37 CFR 1.84(h)(3)

☐ Sectional designation should be noted with Arabic or Roman numbers. Fig(s) \_\_\_\_\_

**8. ARRANGEMENT OF VIEWS.** 37 CFR 1.84(i)

☐ Words do not appear on a horizontal, left-to-right fashion when page is either upright or turned so that the top becomes the right side, except for graphs. Fig(s) \_\_\_\_\_

**9. SCALE.** 37 CFR 1.84(k)

☐ Scale not large enough to show mechanism without crowding when drawing is reduced in size to two-thirds in reproduction.

Fig(s) \_\_\_\_\_

**10. CHARACTER OF LINES, NUMBERS, & LETTERS.** 37 CFR 1.84(l)

☒ Lines, numbers & letters not uniformly thick and well defined, clean, durable, and black (poor line quality). Fig(s) 3B, 4

**11. SHADING.** 37 CFR 1.84(m)

☐ Solid black areas pale. Fig(s) \_\_\_\_\_

☐ Solid black shading not permitted. Fig(s) \_\_\_\_\_

**12. NUMBERS, LETTERS, & REFERENCE CHARACTERS.** 37 CFR 1.84(p)

☐ Numbers and reference characters not plain and legible. Fig(s) \_\_\_\_\_

☐ Figure legends are poor. Fig(s) \_\_\_\_\_

☐ Numbers and reference characters not oriented in the same direction as the view. 37 CFR 1.84(p)(1) Fig(s) \_\_\_\_\_

☐ English alphabet not used. 37 CFR 1.84(p)(2) Fig(s) \_\_\_\_\_

☐ Numbers, letters and reference characters must be at least 32 cm (1/8 inch) in height. 37 CFR 1.84(p)(3). Fig(s) \_\_\_\_\_

**13. LEAD LINES.** 37 CFR 1.84(q)

☐ Lead lines missing. Fig(s) \_\_\_\_\_

**14. NUMBERING OF SHEETS OF DRAWINGS.** 37 CFR 1.84(t)

☐ Sheets not numbered consecutively, and in Arabic numbers beginning with number 1. Sheet(s) \_\_\_\_\_

**15. NUMBERING OF VIEWS.** 37 CFR 1.84(u)

☐ Views not numbered consecutively, and in Arabic numerals, beginning with number 1. Fig(s) \_\_\_\_\_

**16. DESIGN DRAWINGS.** 37 CFR 1.152

☐ Surface shading shown not appropriate.

Fig(s) \_\_\_\_\_

☐ Solid black surface shading is not permitted except when used to represent the color black as well as color contrast. Fig(s) \_\_\_\_\_

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COMMENTS:

OCT 20 2005

TECHNOLOGY CENTER R3700

Reviewer \_\_\_\_\_

If you have questions, call (703) 305-8404.

Date \_\_\_\_\_

Attachment to Paper No. \_\_\_\_\_